

PHILIP MORRIS U.S.A.

120 PARK AVENUE, NEW YORK, NY 10017

TO: Alexandra Shapiro

DATE: February 5, 1996

FROM Kathy McGrath

SUBJECT: 1996 ACADEMY OF COUNTRY MUSIC AWARDS PROGRAM ADVERTISEMENT

CREATIVE BRIEF

Brand Name:	MARLBORO
Project Title:	MARLBORO MUSIC AD FOR THE ACADEMY OF COUNTRY MUSIC AWARDS PROGRAM BOOK
Market/Dates:	1996
Issued By:	Kathy McGrath
Date Issued:	February 5, 1996
Due Date:	See Below

I. Statement of Purpose:

Marlboro Music is seeking an advertisement for the 1996 Academy of Country Music Awards Program Book.

II. Program Objectives:

- To expand awareness of Marlboro's presence at the Events;
- To generate incremental unit sales;
- To encourage product trial and repeat purchase;
- To gain and maintain brand loyalty; and,
- To revert sales to full-margin category against a strong generic competitive field.

III. Program Strategies:

- To extend Marlboro's participation and leadership position, within the music industry; and,
- To reinforce brand position and imagery against a growing generic business.

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IV. Executional Considerations:

Artwork Specifications:

Page:	8-1/2" x 11"
Bleed Size:	8-5/8" x 11-1/4"
Trim Size:	8-1/2" x 11"
Film:	Right reading/emulsion side down

Please reproduce the attached ad (correct to match the sizing changes made with the Grammy Awards Advertisement).

VII. Detailed Due Dates:

Art and keyline due by 2/9/96.

Please call me at (212) 880-3984 if you have any questions.

KAM

cc: D.Hingst
J. Fontanez
S.Norris
S.Sampson
T.Young

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